

**(19) World Intellectual Property
Organization
International Bureau**



(43) International Publication Date
4 November 2004 (04.11.2004)

PCT

(10) International Publication Number
WO 2004/095724 A2

(51) International Patent Classification⁷: **H04B**

(21) International Application Number:
PCT/US2004/008723

(22) International Filing Date: 22 March 2004 (22.03.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:		
60/459,344	1 April 2003 (01.04.2003)	US
60/513,079	21 October 2003 (21.10.2003)	US

(71) Applicant and

(72) **Inventor: PRESKILL, David** [US/US]; 545 Groveland Avenue, Highland Park, Illinois 60035 (US).

(74) **Agents:** JAROSIK, Gary, R. et al.; Greenberg Traurig, LLP, 77 W. Wacker Drive, Suite 2500, Chicago, Illinois 60601-1732 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM,

AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,
TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM,
ZW.

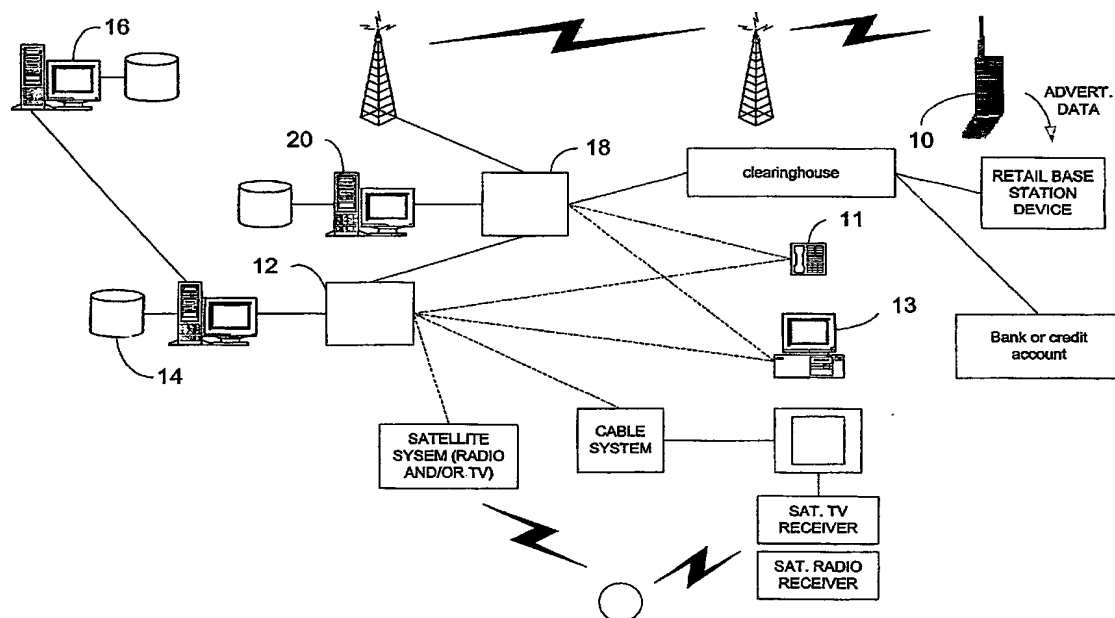
(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- *without international search report and to be republished upon receipt of that report*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: SYSTEM AND METHOD FOR PROVIDING EDUCATIONAL AND/OR ADVERTISING MATERIALS



(57) Abstract: A system and method for receiving content in a network including a cellular device. The content may include educational materials and/or advertising. The cellular device may be used to answer one or more questions that are related to the educational materials whereby successfully answering the one or more questions serves to earn continuing education credits. Advertising materials may be redeemed with a retailer to earn rewards, such as discounts, samples, cellular minutes, etc.

WO 2004/095724 A2